

# The Customer Experience Insight Series: Part One

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E-commerce Sales & Delivery Demonstration

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Conversation Management is a powerful new concept in customer service.



















It enables contact centre agents to view multiple customer interactions across multiple media channels and different time periods as a single conversation thread.

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The following example shows how a contact centre agent can effectively manage a single 'customer conversation' involving multiple interactions and multiple media channels.

# Stage One

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★★★★☆ (787) <b>QUICK VIEW</b> Cookworks EM717 Standard Microwave - White.	★★★★☆ (70) <b>QUICK VIEW</b> Cookworks EM7 17L 700W Solo Touch Microwave - Black.	★★★★☆ (86) <b>QUICK VIEW</b> Cookworks D80H20AI-T1 20L 800W Grill Touch Microwave-
  	  	  
★★★★☆ (1091) <b>QUICK VIEW</b> Morphy Richards MM82 Standard Microwave - Silver.	★★★★☆ (248) <b>QUICK VIEW</b> Morphy Richards D80D 20L 800W Microwave With Grill -	★★★★☆ (16) <b>QUICK VIEW</b> Sharp R274SLM 20L 800W Microwave - Silver.

Customer Sue Khan is an existing client of whitegoodskitchens.com.

She looks online for a new microwave oven but is not sure what model to go for.

# Stage Two

M Peter Jones Available 0 IM 4 ANS 0 CIQ 0 PHONE 0 EMAIL 0 SMS Support Service Sue Khan 00:00:16 Live Options History Consult Transfer Change Tag Finish

CONVERSATION

PARTICIPANTS

SUE KHAN suekhan@gmail.com joined the conversation 09:20

Peter Jones Hello, my name is Peter. How can I help you? 09:21

SUE KHAN I'm not sure which Microwave model to choose but I want a Silver one with a Grill and my budget is £250.What can you recommend? 09:27

Peter Jones I would go for the Sharp R959SLMA Combination Microwave Oven 09:30

SUE KHAN OK thanks.I'd like to order that one 09:32

Type a message...

**WEB CHAT**

So she goes to the web chat facility on [whitegoodskitchens.com](http://whitegoodskitchens.com) and contacts the customer service centre.

She engages with Agent Peter Jones who talks through her options.

# Stage Two cont'd

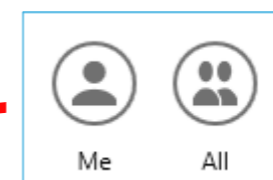
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The agent takes the order and at the end of the web chat suspends the Conversation to ensure the 'conversation thread' remains open as there may be further interactions relating to this order.

At this point, the agent has the option to mark himself as the preferred agent for the next time the customer makes contact, no matter which media channel the customer chooses.



**SETS STATUS AS  
'PREFERRED AGENT'**



# Stage Three

The screenshot shows a customer service interface for Peter Jones. The top bar displays the agent's name, status (Available), and various metrics: 0 IM, 6 ANS, 0 CIQ, 0 PHONE, 0 EMAIL, and 0 SMS. Below this is a 'CONVERSATION' window with a 'PARTICIPANTS' section. The chat history shows the following messages:

- Peter Jones: Hello, my name is Peter. How can I help you? (09:21)
- SUE KHAN: I'm not sure which Microwave model to choose but I want a Silver one with a Grill and my budget is £250. What can you recommend? (09:27)
- Peter Jones: I would go for the Sharp R959SLMA Combination Microwave Oven (09:30)
- SUE KHAN: OK thanks. I'd like to order that one (09:32)
- SUE KHAN: Voice Call (09:47)

A red circle highlights the 'Voice Call' event in the chat history, with a red arrow pointing to the text 'VOICE CALL' below the screenshot.

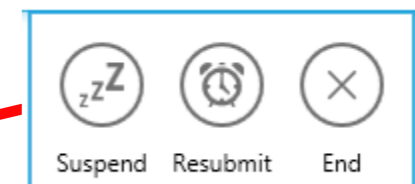
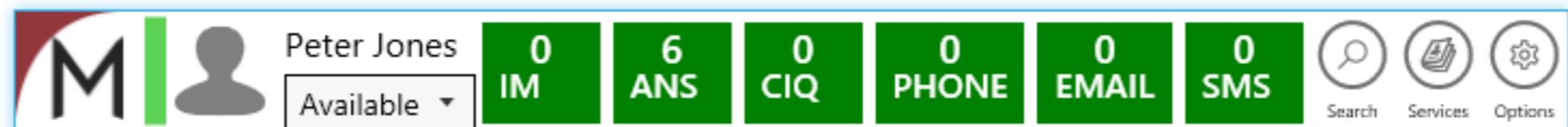
However, Sue then realises that she's ordered the wrong model and calls into the customer service centre. The call is routed to Peter Jones as the preferred agent.

**VOICE CALL**

# Stage Three cont'd

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Agent Peter Jones changes the order to a smaller model. He then refunds customer for difference in price directly into her bank account using Macfarlane's PCI DSS service. The agent again suspends the conversation rather than finishing it, continuing to set himself as the preferred agent.



**AGENT SUSPENDS  
CONVERSATION**



# Stage Four

M Peter Jones Available 0 IM 7 ANS 0 CIQ 0 PHONE 0 EMAIL 0 SMS Support Service Sue Khan 00:00:14 Live Options History Consult Transfer Change Tag Finish

CONVERSATION

PARTICIPANTS

SUE KHAN 00:00:00 00:10:34

Peter Jones Hello Sue,As discussed we have refunded the difference in price directly into your bank account using PCI service. Thank you for purchasing a microwave oven from whitegoodskitchens.The product will be delivered between 8am and 2pm on Thursday 1st March. We hope you enjoy your new purchase. Peter Brown 14:30

EMAIL

Agent Peter Jones sends an email to Sue confirming new purchase and delivery details.

# Stage Five

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The microwave oven arrives but the glass turntable has been damaged in transit.

# Stage Five cont'd

M Peter Jones Available 0 IM 8 ANS 0 CIQ 0 PHONE 0 EMAIL 0 SMS Support Service Sue Khan 00:00:10 Live Options History Hold Consult Transfer Change Pause Tag Finish

CONVERSATION

PARTICIPANTS

Peter Jones 11:39  
Hello Sue, As discussed we have refunded the difference in price directly into your bank account using PCI service. Thank you for purchasing a microwave oven from whitegoodskitchens.The product will be delivered between 8am and 2pm on Thursday 1st March. We hope you enjoy your new purchase. Peter Jones

SUE KHAN 11:47  
Hello Peter,The microwave oven arrived this morning. But the glass turntable is broken. Sue Khan

Type a message

Sue now sends an SMS to the customer service centre, which is again routed to preferred agent Peter Jones.

SMS

# Stage Six

M Peter Jones Available 0 IM 9 ANS 0 CIQ 0 PHONE 0 EMAIL 0 SMS Support Service Sue Khan 00:01:19 Live

Options History Consult Transfer Change Forward Tag Finish

CONVERSATION

PARTICIPANTS

SUE KHAN 16:35  
Hello Peter, The microwave oven arrived this morning. But the glass turntable is broken. Sue Khan

Peter Jones 16:36  
Hello Sue, Sorry to hear that. A replacement microwave oven will be sent today. Peter

SMS

Agent Peter Jones texts Sue back telling her a replacement is on its way.

# Stage Seven

M Peter Jones Available 0 IM 10 ANS 0 CIQ 0 PHONE 0 EMAIL 0 SMS Support Service Sue Khan 00:06:34 Live Options History Consult Transfer Change Tag Finish

CONVERSATION

PARTICIPANTS

SUE KHAN 16:35 Hello Peter, The microwave oven arrived this morning. But the glass turntable is broken. Sue Khan

Peter Jones 16:36 Hello Sue, Sorry to hear that. A replacement microwave oven will be sent today. Peter

Peter Jones 16:42 Hello Sue, Just to confirm that a replacement microwave oven has been dispatched. Regards, Peter

EMAIL

Agent Peter Jones then emails Sue to say the replacement has been dispatched.

# Stage Eight

M Peter Jones Available 0 IM 11 ANS 0 CIQ 0 PHONE 0 EMAIL 0 SMS Support Service Sue Khan 00:03:04 Live

Options History Consult Transfer Change Forward Tag Finish

CONVERSATION

PARTICIPANTS

SUE KHAN 16:35  
Hello Peter, The microwave oven arrived this morning. But the glass turntable is broken. Sue Khan

Peter Jones 16:36  
Hello Sue, Sorry to hear that. A replacement microwave oven will be sent today. Peter

Peter Jones 16:42  
Hello Sue, Just to confirm that a replacement microwave oven has been dispatched. Regards, Peter

**EMAIL**

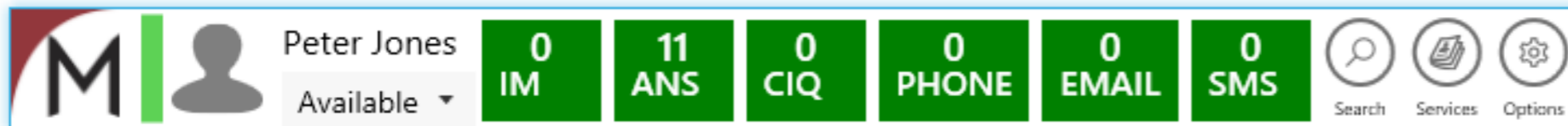
@ SUE KHAN 16:43  
**Subject:** Replacement Microwave Oven  
Hello Peter, I've received the replacement microwave oven. Thanks again for the excellent service. Regards. Sue

Type a message...

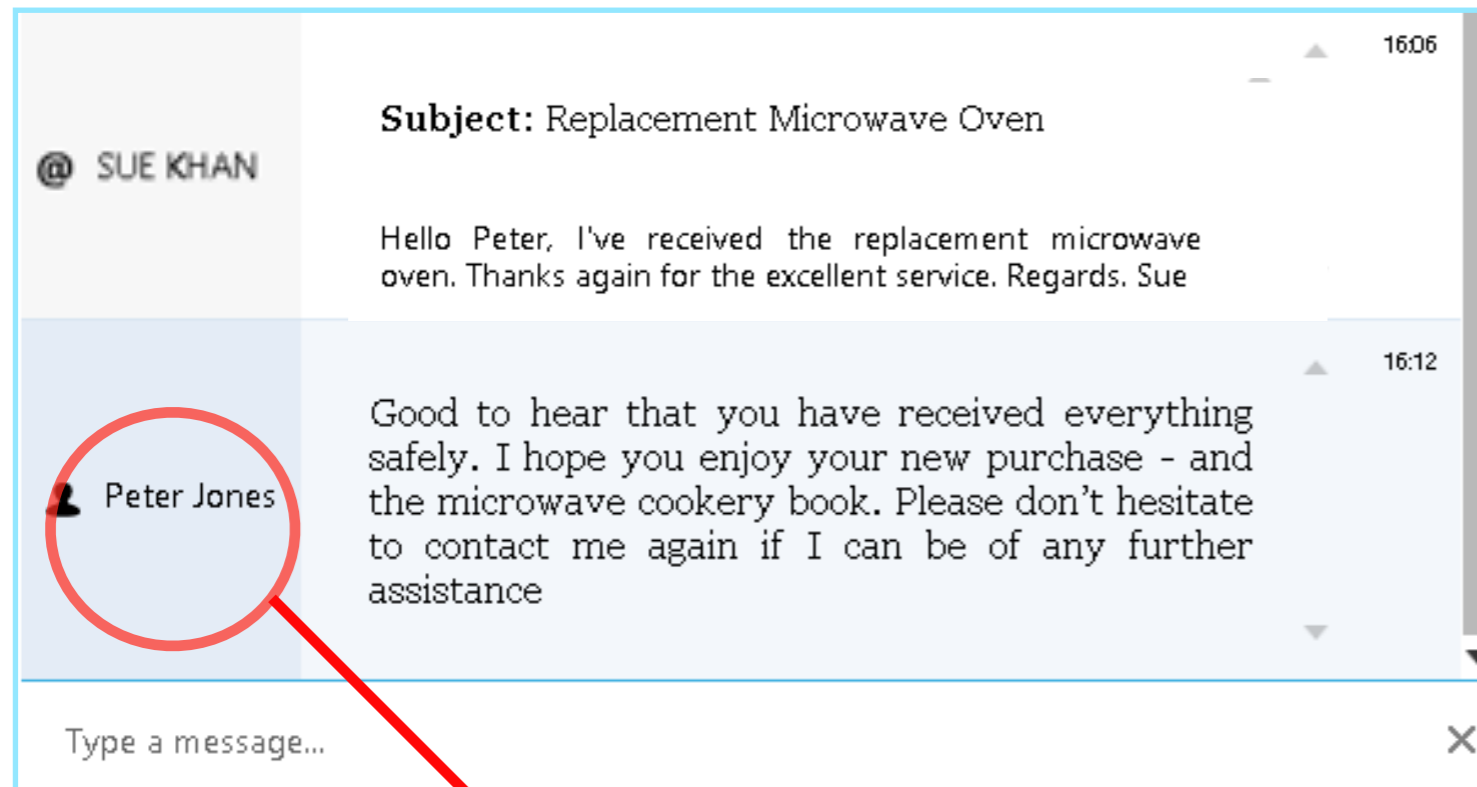
Sue emails the customer service centre at [customerservice@whitegoodskitchens.com](mailto:customerservice@whitegoodskitchens.com) to confirm receipt of the replacement oven and to thank them for their excellent service.

The email is routed to preferred agent Peter Jones.

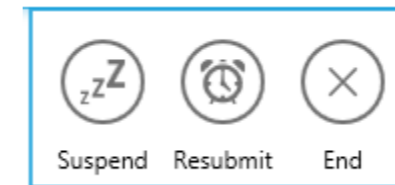
# Stage Nine



Agent status bar for Peter Jones. It includes a profile icon, name, availability status (Available), and several green status boxes: 0 IM, 11 ANS, 0 CIQ, 0 PHONE, 0 EMAIL, and 0 SMS. To the right are icons for Search, Services, and Options.



Conversation window showing a message from Sue Khan and a reply from Peter Jones. The message from Sue Khan is dated 16:06 and has the subject "Replacement Microwave Oven". The reply from Peter Jones is dated 16:12. A red circle highlights Peter Jones' name in the reply, with a red arrow pointing to the word "EMAIL" below the window.



Three circular action buttons: Suspend (zzZ), Resubmit (alarm clock), and End (X).

Peter Jones replies to Sue and then closes the conversation as all issues have now been resolved.

**EMAIL**

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For further details about the Conversation Management capabilities of Macfarlane's Contact+ contact centre platform, please contact:

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